

# External Affairs

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# Agenda

- Overview of External Affairs
- Publication/Presentation Clearance
- Media Contact/Interviews/Press Releases
- Social Media (Facebook, Twitter, Flickr, etc.)
- Photographing/Videotaping on campus
- Congressional Contact
- VIP Invitations
- DL-USUHS-Executive

# Overview

- Vice President for External Affairs
  - Media Affairs
  - Alumni Affairs
  - Board of Regents Support
  - Government and Community Affairs
  - University Media Services  
(Photo/Video/Graphics)
  - Publishing (AFRRI)
- + Congressional Affairs, FOIA, Gift Acceptance, Commencement, Protocol , Web Content

# Publication/Presentation Clearance

- DoD Requirement that PAOs clear ALL publications/presentations/posters before submitted
- Clearance Form
- Route through Chair, Dean or VP, VPE
- Quick turnaround, unless sensitive issue requiring higher headquarters clearance
- Looking for:
  - Privacy violations
  - DoD policy or clearance guidelines violations
  - Sensitive subject matter
  - OPSEC violations
  - DoD Disclaimer
  - Miscellaneous
- Not reviewing scholarly work/research

# Social Media/Web/Logos/Newsletters

- All Facebook, Twitter, Flickr, etc. accounts tied to USU activities must be approved by External Affairs
- Web pages need to be in compliance with approved USU format
- Logos
- Newsletters, other external publications must be approved by External Affairs

# Photographing/Videotaping on Campus/Base

- External photographers/film crews/videotaping on campus or base requires approval from External Affairs and NSA-B Public Affairs
- All photographs taken with government equipment or of USU activities (even if taken with personal camera) are considered government property. Must have permission for external use

# Congressional Contacts

- If contacted by Member of Congress or Staffer, politely refer them to External Affairs before engaging in discussion
- If invited to Capitol Hill for ANYTHING, notify External Affairs before accepting invitation
- Do not contact Members or staffers on USU/government topics. Check with External Affairs first.
- All Congressional contact has to be reported by External Affairs to higher headquarters
- Congressional inquiry letters [“Congressionals”] are coordinated through Chief of Staff

# DL-USUHS-EXECUTIVE

- For official announcements only
- If announcement about external activities, send to External Affairs for review first



If in doubt, ask External  
Affairs

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# Questions?

